

Amendments to the Claims:

Please replace the claims with the following amended list, showing changes made.

1. (Currently Amended) A method for advertising and selling products online, comprising:

- a) providing to a customer an item information template for inputting information into an electronic information database;
- b) prompting said customer via said template to enter item information into said database about at least one item for sale by said customer;
- c) creating an electronic web page associated with one of said customer and said item;
- d) displaying said item information on said web page;
- e) creating and providing said customer with an electronic address; and
- f) assigning said electronic address to said web page so that said item information displayed on said web page is viewable when said electronic address is accessed,

wherein said electronic address has a primary address and a secondary address, said primary address assigned to a main web page and said secondary address having at least one of the following properties: said secondary address is chosen at least in part by said customer; and said secondary address contains no more than fifteen characters, and

wherein said primary address comprises a domain name and said secondary address comprises a path.

2. (Currently Amended) ~~The method as in claim 1,~~ A method for advertising and selling products online, comprising:

- a) providing to a customer an item information template for inputting information into an electronic information database;
- b) prompting said customer via said template to enter item information into said database about at least one item for sale by said customer;
- c) creating an electronic web page associated with one of said customer and said item;
- d) displaying said item information on said web page;

- e) creating and providing said customer with an electronic address; and
- f) assigning said electronic address to said web page so that said item information displayed on said web page is viewable when said electronic address is accessed,

wherein said electronic address has a primary address and a secondary address, said primary address assigned to a main web page and said secondary address having at least one of the following properties: said secondary address is chosen at least in part by said customer; and said secondary address contains no more than fifteen characters,

further comprising encouraging said customer to advertise said electronic address in a non-electronic medium.

- 3. (Original) The method as in claim 2, wherein said non-electronic medium comprises one of a flyer, a newspaper advertisement, and a magazine advertisement.
- 4. (Original) The method as in claim 3, wherein said non-electronic medium comprises a classified advertisement in a newspaper.
- 5. (Original) The method as in claim 1, further comprising advertising said electronic address in a non-electronic medium.
- 6. (Original) The method as in claim 5, further comprising querying said customer as to whether said customer desires to submit a classified advertisement to a newspaper and, if so, automatically submitting a classified advertisement request to said newspaper on behalf of said customer.
- 7. (Original) The method as in claim 1, wherein said secondary address is chosen at least in part by said customer and approved by said customer.
- 8. (Original) The method as in claim 1, wherein said secondary address contains no more than 10 characters.

9. (Original) The method as in claim 1, wherein said item information includes one of a digital photograph and a digital video of said item for sale.
10. (Original) The method as in claim 1, further comprising providing said customer with an option of creating a flyer based on said item information, wherein if said customer chooses said option, said item information is automatically formatted for a flyer, a flyer is automatically created, and said customer is enabled to print said flyer.
11. (Original) The method as in claim 10, further comprising providing said customer with a one-click option of creating said flyer.
12. (Original) The method as in claim 1, wherein said web page is associated with said customer, wherein said displaying said item information on said web page comprises displaying only said item information on said web page.
13. (Original) The method as in claim 12, wherein said web page is associated with said item, wherein said item information is about exactly one item for sale by said customer.
14. (Currently Amended) The method as in claim 1, wherein said primary address includes a ~~designation of subdomain corresponding to~~ a geographical region, wherein said geographical region includes one of a city and a state.
15. (Original) The method as in claim 1, further comprising charging said customer a price for performing steps a) – f), further comprising providing to said customer a comparison of: an estimated cost of running a long classified advertisement in a local newspaper containing information comparable to said item information; and a sum of said price and an estimated cost of running a short classified advertisement in said local newspaper containing said electronic address and substantially less information than said item information.

16. (Original) The method as in claim 1, wherein said web page is associated with said main web page, further comprising providing a search engine configured to allow customers to search a plurality of web pages associated with said main web page based on at least one of the following: location of an item for sale; type of item for sale; and price of an item for sale.

17. (Original) The method as in claim 1, further comprising:
providing to a different customer a wanted item information template for inputting information into said database;
prompting said different customer via said wanted item information template to enter wanted item information into said database about at least one item wanted for purchase by said different customer; and
if said item information matches said wanted item information, notifying said different customer about said item information.

18. (Original) The method as in claim 17, further comprising querying said different customer as to whether said different customer desires to submit a classified advertisement to a newspaper regarding said wanted item information and, if so, automatically submitting a classified advertisement request to said newspaper on behalf of said different customer, said classified advertisement containing at least one of said primary address and said secondary address.

19. (Original) The method as in claim 1, further comprising prompting said customer to enter e-mail contact information of potential buyers into said database.

20. (Original) The method as in claim 1, further comprising prompting potential purchasers of said at least one item for sale to submit bid information, and at least one of: displaying said bid information with said item information on said web page; and notifying said customer of said bid information.